RJR 3 Q PROGRAM

AFTER PURCHASING 100% W/O 9/14:
(BY BRAND AND PACKING)

GROUP I ENTITLEMENT

23 MAJOR DESIGNATED BRANDS
GET ADDITIONAL 100% OF AN AVERAGE WEEK
WITH $6.00 PER CASE ALLOWANCE
PLUS 14 DAYS' EXTRA DATING.

GROUP II ENTITLEMENT

4 PACKINGS OF DORAL
GET ADDITIONAL 180% OF AN AVERAGE WEEK
WITH $3.60 PER CASE ALLOWANCE
PLUS 14 DAYS' EXTRA DATING.

AFTER PURCHASING 160% DURING THE PERIOD 9/21-30:
(BY BRAND AND PACKING)

GROUP I ENTITLEMENT

23 MAJOR DESIGNATED BRANDS
GET ADDITIONAL 190% OF AN AVERAGE WEEK
WITH $6.00 PER CASE ALLOWANCE
PLUS 14 DAYS' EXTRA DATING.

GROUP II ENTITLEMENT

4 PACKINGS OF DORAL
GET ADDITIONAL 190% OF AN AVERAGE WEEK
WITH $3.60 PER CASE ALLOWANCE
PLUS 14 DAYS' EXTRA DATING.

BONUS ALLOWANCE:

IF A CUSTOMER MAXIMUMIZES PURCHASES FOR ALL GROUP I DESIGNATED BRANDS THEY WILL RECEIVE AN ADDITIONAL $2.40 PER CASE ALLOWANCE.

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Source: https://www.industrydocuments.ucsf.edu/docs/mxwj0004